The STORAGRAM

FASHION NUMBER

KAUFMANN'S

FIFTH AVE. PITTSBURGH

Printing Photographs #302.48 63-00

March

The cock is crowing,
The stream is flowing,
The small birds twitter,
The lake doth glitter,
The green field sleeps in the sun;
The oldest and youngest
Are at work with the strongest;
The cattle are grazing,
Their heads never raising;
There are forty feeding like one!

Like an army defeated
The snow hath retreated,
And now doth fare ill
On the top of the bare hill;
The plough-boy is whooping—anon—anon;
There's joy in the mountains;
There's life in the fountains;
Small clouds are sailing,
Blue skies prevailing;
The rain is over and gone!

Wordsworth

The Storagram

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Printed and bound in our own printing shop.

VOL. IX *PITTSBURGH, PA., MARCH* 1928 *No. 3*

A New Beauty Appears in Spring Fashions

"The desire for Beauty runs like a golden thread through each epoch, since the world began."

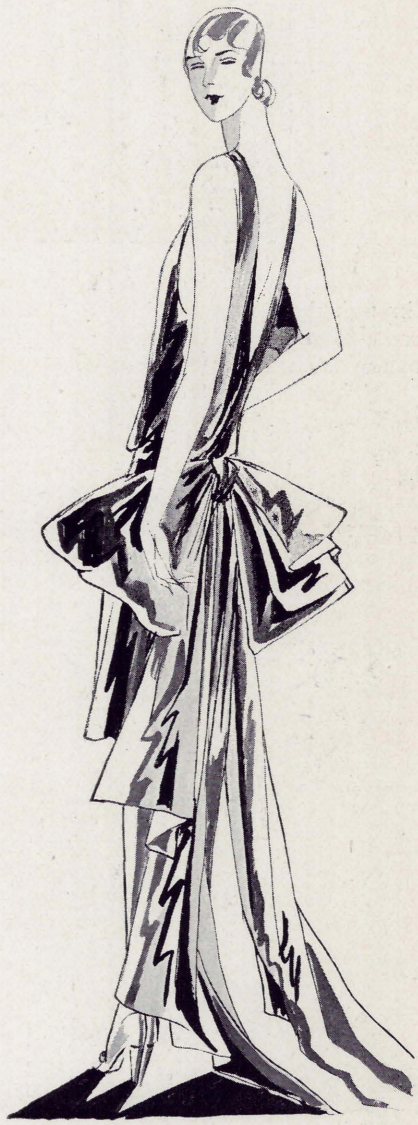
There is intrinisic beauty in the fashions of this season—grace of line, the appeal of color, exquisite art in the fabrics employed.

And there is a new theme in the fashions of this springtime—a new theme which is gently closing the door upon the passing season. This theme is feminity.

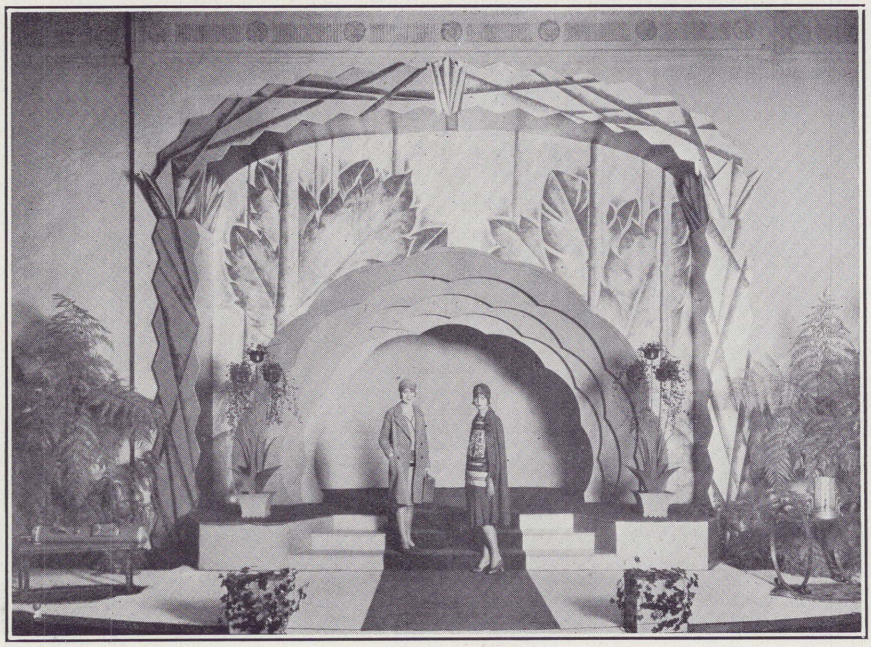
Gone are the boyish styles of past seasons —gone as completely as the almost-forgotten "Gibson Girl" of the '90's. The curtain rises this season upon a mode that has used every art to emphasize feminine grace and charm. It is a refreshing lovely vision.

It is the privilege of an institution like our store to offer authentic fashion news to its patrons—to bring all the details of the new fashions together into harmoniously assembled costumes. With each season it becomes a finer and a finer art to secure this harmony in the costume ensemble.

The following pages review the highlights of the spring fashions as they were recently presented in our Fashion Review.



The Pageant of Spring Styles



The Auditorium was the very heart and center of fashion interest in Pittsburgh all through the weeks of February twenty-seventh and March fifth. Twice each day the throngs came to see the pageant of beauty which this year, more than any year since the World War, marks the revue of the mode.

There were correctly assembled costumes for every occasion—for active sports and country club wear, for beach and bathing, for street and travel, for afternoon and evening. And running through the whole showing was the feminine theme, more apparent than it has dared to be in many years. It lent a loveliness and a grace that make a sure appeal.

Every costume worn by the models was assembled with a keen and critical sense of appropriateness and harmony. The choice of accessories was given much thought, for this is a serious matter in costume harmony. Those who would be style-right felt that they might look to Kaufmann's Fashion Revue to guide them in selecting what is new and correct for any occasion.

Highlights of the Mode

Skirts are somewhat longer for street and afternoon wear, and very much longer for evening. The uneven hem-line for evening is a striking note.

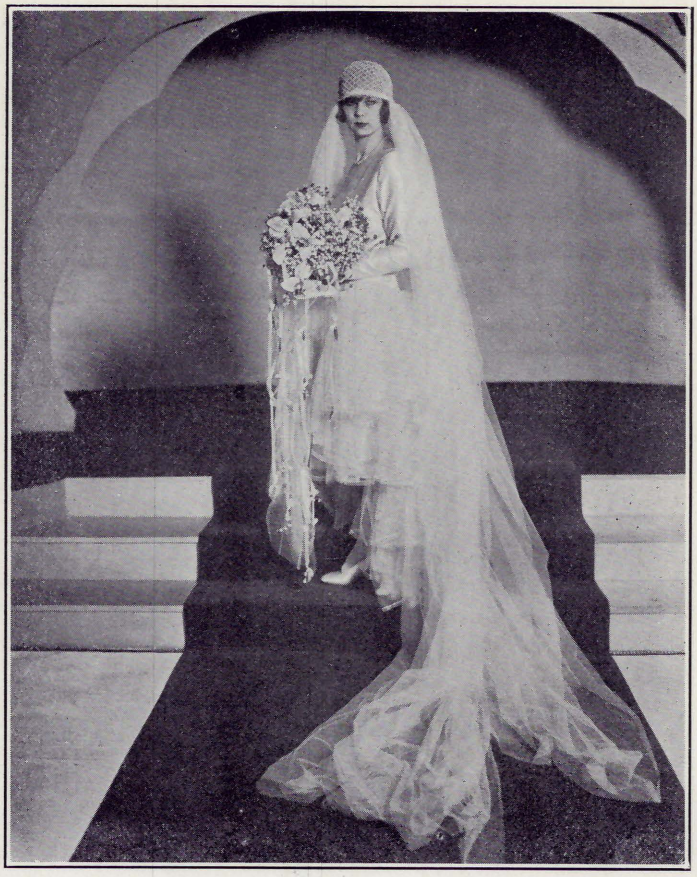
The cape has many versions, appearing on dresses and coats.

New spring coats are often collar-less, or have scarf collars.

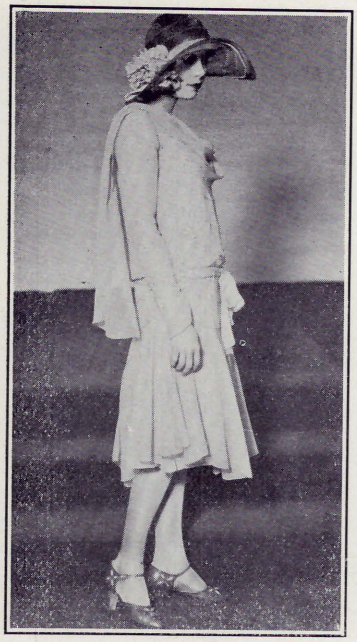
Prints are good again—a happy decision of fashion's, for prints may be so expressive of one's personality or one's mood.

Lace—a feminine thing, dear to the hearts of most women—comes back to high favor.

The ensemble is very important—quite the basis of the spring wardrobe.



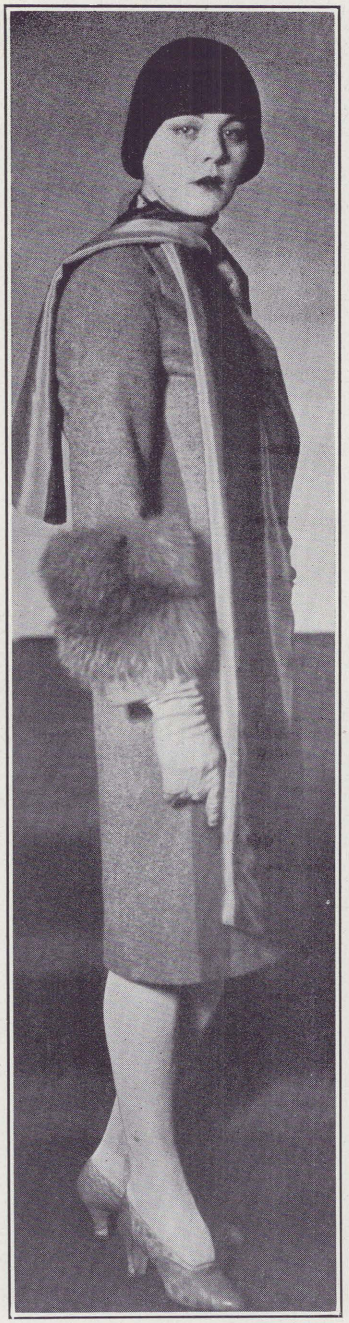
The Bridal Gown had a white satin bodice; the lace and net skirt had the long, Pheasant Silhouette.



The Della Robia afternoon dress of chiffon shows the irregular hem-line and the scarf neck that are so significant this spring. The large brimmed hat is charmingly in tune with the dress.

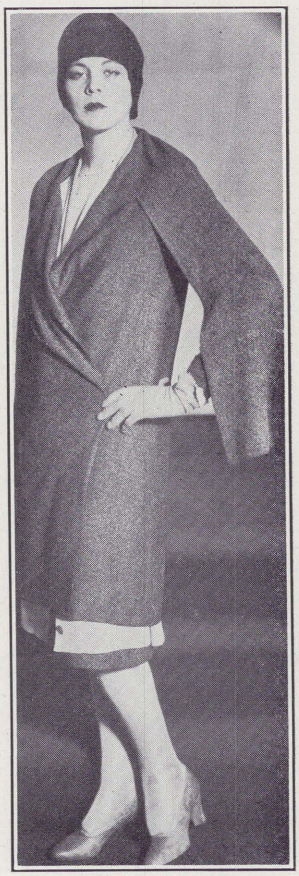
The evening gown at the right shows the extremely long skirt now in the mode. Were the figure turned full front, however, you would see the skirt almost to the knees in the front.

Below—for travel, nothing surpasses, in chic, the tailored Swansdown coat.



Above—the scarf coat, delightfully feminine in design, employs bordered tweed. The cuffs are furred with fox.

Below—a strikingly smart ensemble of tweed, with the new sleeve treatment.



The Art of the Milliner Expressed in Lovely New Straws

Posed by Miss Tillie Waldschmidt, of the Millinery Room.

Top picture—The wide-brimmed hat of exquisite grace comes back into high favor.

Left—The irregular brim is beautifully displayed here in a fine baku. There is unlimited variety in these irregular brims. The fine, linen-like straws of this season may be pleated and folded and moulded to the head like felts.

Right—Another variation of the small brimmed hat—a beige ballibuntl, trimmed with black cire ribbon.

How the Fashions Come to Kaufmann's

MRS. SALOMON

MR. GATTMAN AND MRS. SEAVER
ON THE STEPS OF SANS SOUCI, IN BERLIN

MISS GRIFFIN

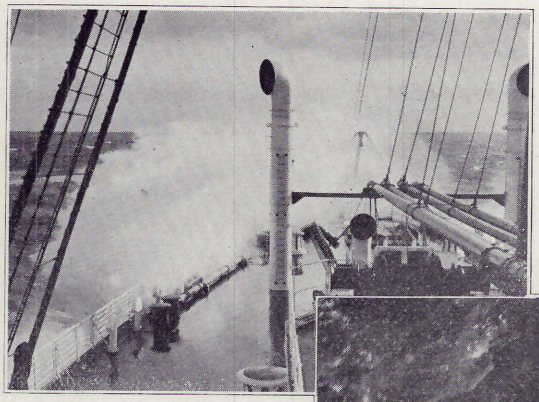
The salons of the foremost courturiers of Paris have become as familiar to the buyers of our store as they are to their Parisian clientele, for Kaufmann's buyers are present at all the important openings. Does Louis-boulanger startle the fashionable world with a new version of the robe de style? Our representatives are there to see it and bring it post haste to our store! Does Patou bring out a new and delectable shade of beige or a memorable red or a new effect in the uneven hem-line? Or does Rose Valois create a new brimmed hat? Kaufmann's buyers are at the opening and, presto! the new creation is in our store while it is still fashion-news in Paris! Not only do our buyers visit the salons of Lanvin, Patou, Chanel, Lelong and other great couturiers, but they make it their business to visit those smart resorts where the people of the fashionable world foregather. Here they see the seal of approval set upon this new fashion or that. They must go to Ciro's for lunch, to the Ritz on Sunday night, to The famous Embassy Club, to Longchamps for the races, to the opera in Paris. It is an arduous programme; every moment is important and laden with responsibility.

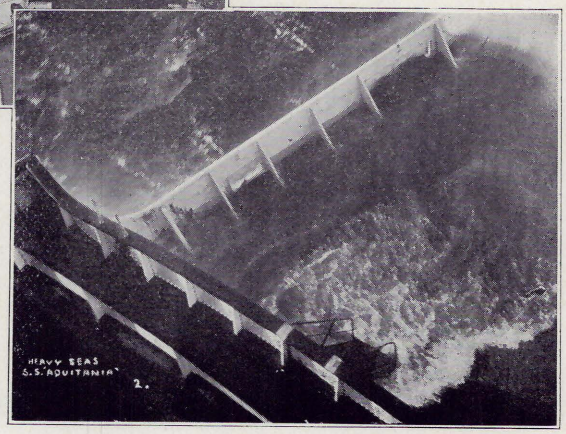
Our buyers who go abroad are: Mr. Cohen, for Shoes; Mr. Heyman, Mr. Gattmann and Mrs. Seaver, for Women's Apparel; Mrs. Salomon, for Millinery; Mr. Henry Harris, for Men's Clothing; Mr. J. H. Harris, for China and Art Wares; Miss Griffin, for Gloves; Miss Giltenboth, for Handkerchiefs and other dress accessories; Mr. Albright, for Jewelry; Mr. McGhee, for Books and Stationery; Miss Weber for Infants' Wear; Miss Riley for Lingerie; Mr. Powers, for Men's Furnishings; Mr. Horne, for Toys; Mr. Flynn, for House Furnishings; Mr. Davis, for Draperies; Mr. Rosenberg, for Men's Hats. Not only in apparel, but in every line of merchandise, there are style trends. Every one of the above-mentioned buyers visits the principal fashion centers abroad, where his line of merchandise is especially featured. As this paper goes to press, the following buyers are abroad: Mr. Flynn, Mr. J. H. Harris, Miss Griffin, Mr. Powers, Mr. Horne.

MISS WEBER

MRS. SEAVER

Heavy Seas Encountered by Our Buyers on Their Trips Abroad





The picture above shows the heavy seas that pounded the decks of the S. S. Aquitania and dashed 65 feet high, reaching the captain's bridge. The lower picture was taken looking down on the deck a-wash.

Mr. Gattmann brought these pictures back from his last trip abroad. He offers them to any one who has the mistaken idea that a buying trip abroad, in midwinter, is a pleasure trip! Heavy seas, "sea-sick weather", a delayed landing—and that particular brand of shivery, bone-chilling cold weather that France puts up, are all little items which put something into these midwinter trips abroad that can hardly be classified as "pleasure"!

Main Floor News Notes

We hear much favorable comment about the improvements recently made in the Men's Hat Department. And that's not surprising. We have a remarkably large and up-to-the-minute stock of Men's Hats.

Welcome Epicure!

"Epicure—from the Greek philosopher Epicurus, who taught that pleasure is the chief aim of life. Epicure, in modern usage therefore means one who is choice and dainty in the enjoyment of foods—one who is a connoisseur in foods." That is Webster's definition of Epicure. Quite properly we have named the new department on the main floor "Epicure". Choice and dainty, indeed, are the imported canned goods offered there, sure to delight the fastidious palate of the epicure!

We welcome Jake Thiery to the first floor packing room. Jake has seen over twenty years service in our store and we feel honored to have him supervise the packing of first floor merchandise.

Speaking of music—we all feel pepped up since the introduction of the music on the first floor. You ought to hear Mr. Hook on the subject. He goes so far as to declare that any one who doesn't respond to that music shouldn't be here!

We all miss Mr. Power, buyer of Men's Furnishings. He is abroad on a buying trip, and we wish him success and good health throughout his trip.

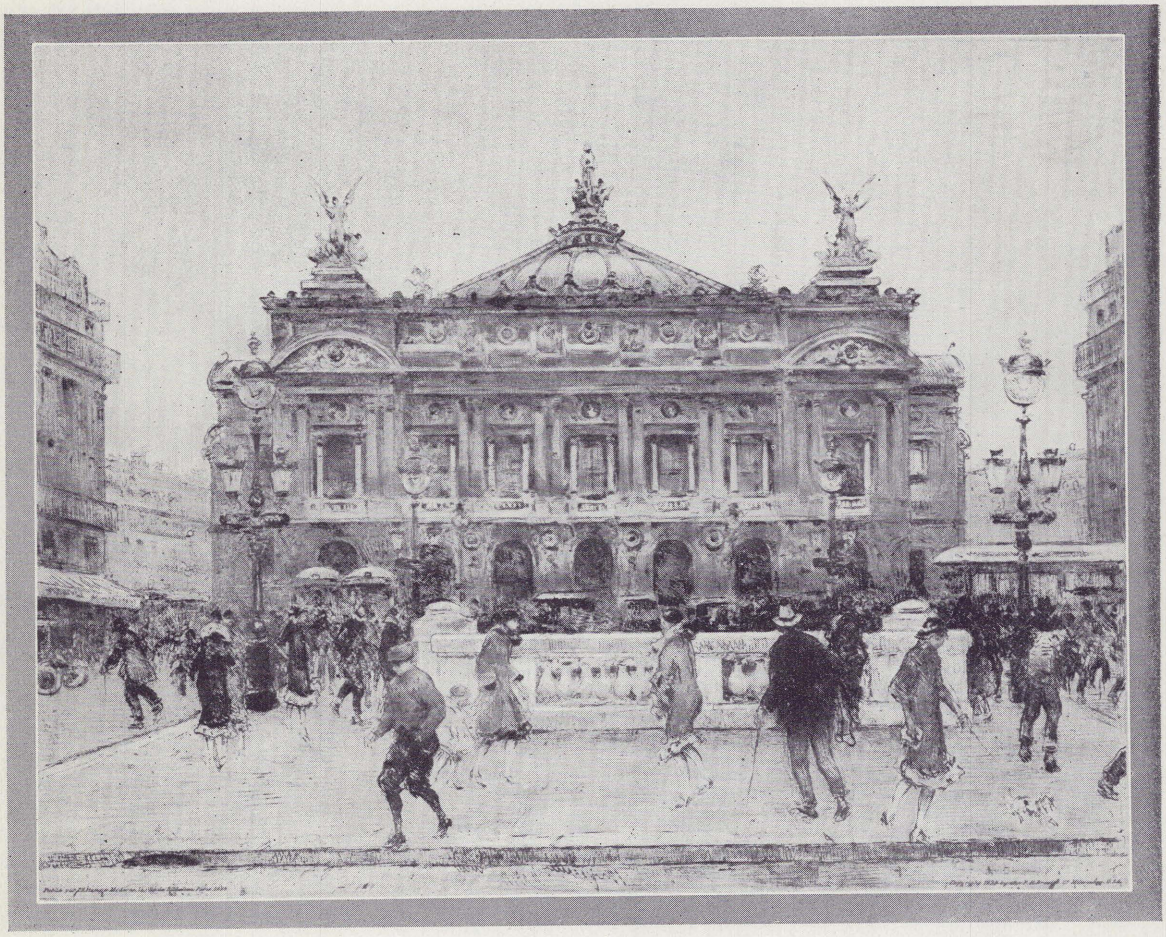
On the Balcony

Edith Onderick, our efficient clock saleswoman, was operated upon for appendicitis, January first. We understand that she is well on the road to recovery, and we hope she will be back in time to do her part in the coming Kaufmann Players' Show.

Miss Hune and her theater party report a very successful evening, January sixth.

We are sorry to have Miss Dietz, of the Jewelry Department, kept away from work on account of illness.

Place de l' Opera, Paris



After an etching by Charlet.

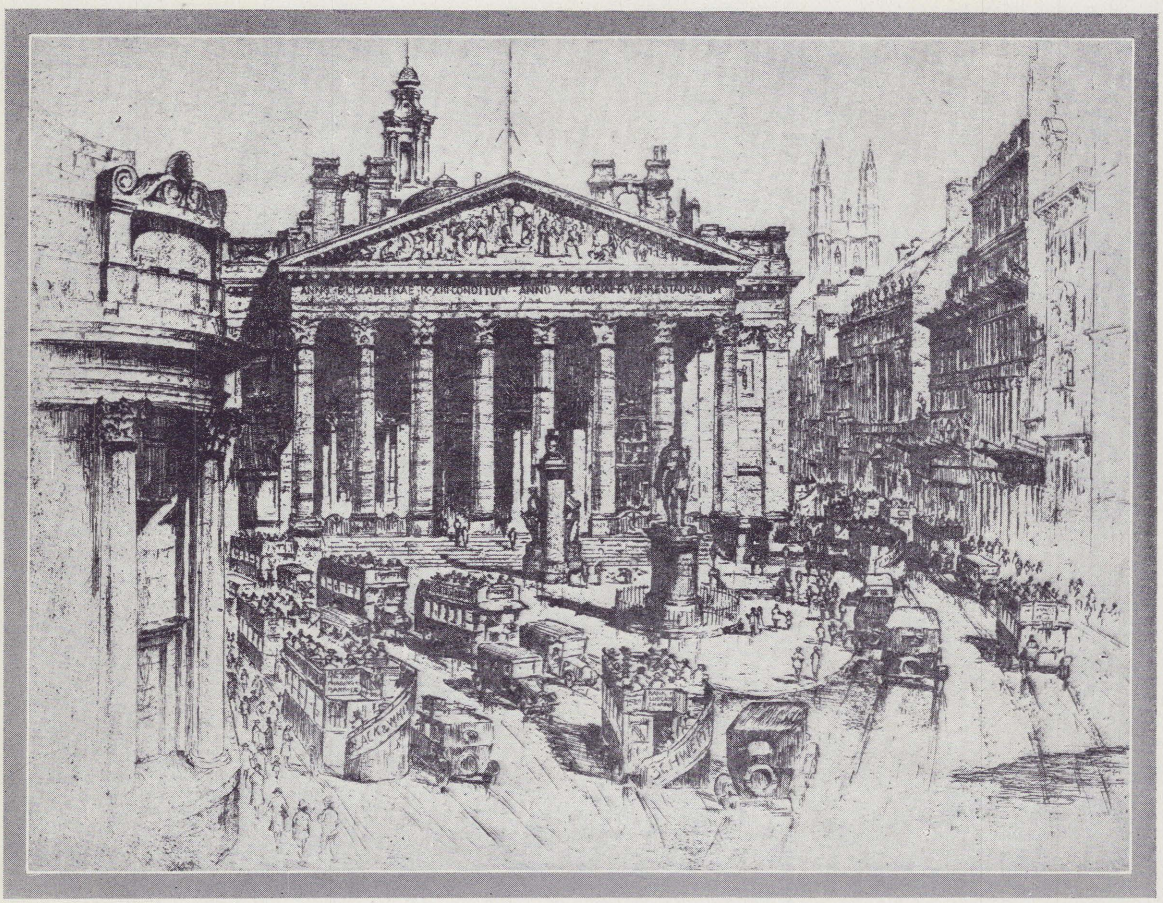
Significant among places which our buyers visit in Paris, is la Place de l'Opera. Here one sees smartly dressed and distinguished people who must put their seal of approval on new creations before these really become established in the mode.

Place de la Concorde, Paris

After an etching by F. Simon.

Where well dressed Parisians promenade is the place to observe the mode at its height. Our buyers must be familiar with these places where the fashionable world is observed, as well as with the commercial places in Paris where the new creations are presented by their designers.

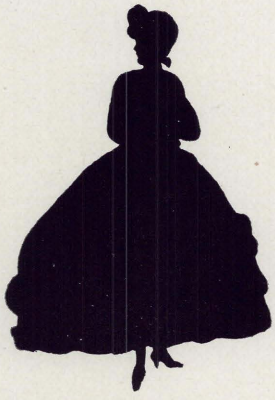
The Royal Exchange and a Glimpse of The Strand, London



After an etching by Schultz.

As important in the fashionable world as it is in the world of finance, is this busy corner in London, where one stands before the famous Royal Exchange, looking up the Strand. Here is the men's shopping center. Our buyers are keen observers of the mode that is sponsored by well dressed London men and women.

The Changing Silhouette

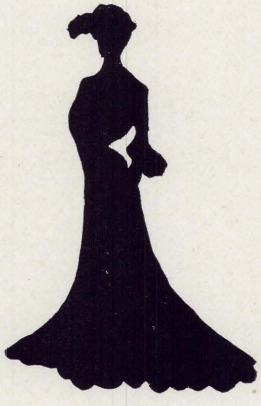


1863

1873

1889

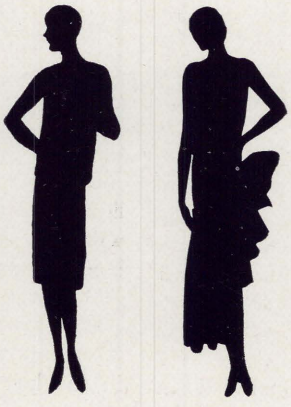
1895



1902

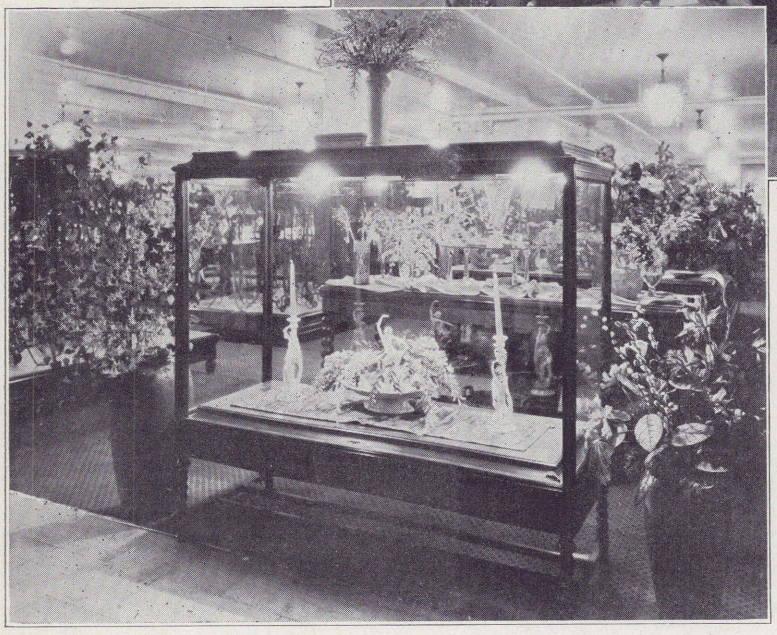
1915

The silhouette at the right shows the slim, straight lines and somewhat boyish type that was the approved thing for 1927—only a year ago, and already passe! In contrast to the be-ruffled and be-bustled ladies of foregoing periods, the 1927 silhouette is to be admired for its simplicity. But note the improvement in 1928.



And here is the charming silhouette of this season. Here we have lines that are as slender as those of the 1927 silhouette, but not so uncompromisingly plain and simple. The bouffant bow at the side, and the uneven hem-line lend a feminine grace that marks this season's styles. Yes, the mode this spring is feminine, but not "fussy".

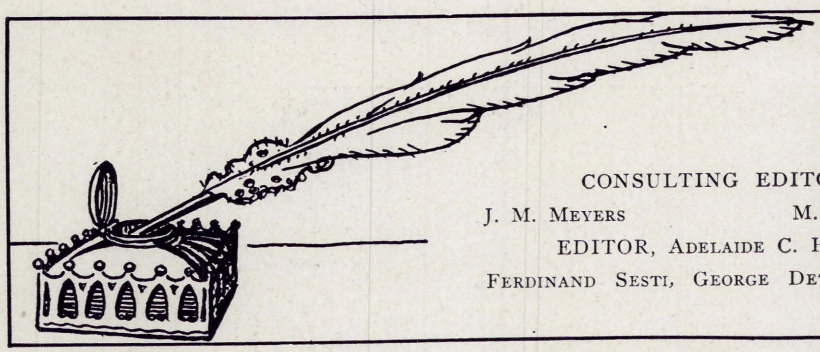
Gay Spring Flowers In An Exhibit And Sale



Our semi-annual exhibit and sale of decorative flowers is one of the loveliest events of the year. The autumn flower event is held in the Auditorium, but for the spring, the flowers are brought to the seventh floor, lending the magic of their presence to the whole floor, for one felt that the entire floor was transformed, though only the Art Wares Section was used for the display of the flowers.

This flower event is original with Kaufmann's, and, was inaugurated here five years ago. Among the throngs of customers and visitors attracted by the blossoms, many remarked the amazing fidelity with which nature's flowers were copied. More than fifty varieties of spring flowers were included in the offering. Golden forsythia, graceful wistaria, canterbury bells and fox glove exactly like those that bloom in old English gardens, and dozens of other flowers tempted flower lovers. These hand-made creations that rivaled nature's own work, came from France, Germany, Japan and American studios.

A special display and sale of pottery and flower holders was arranged in conjunction with the sale of flowers. Those interested in home decoration found many new ideas for the artistic arrangement of flowers in the home. Artificial flowers are endorsed by the best interior decorators for their decorative value in the home.



CONSULTING EDITORS
J. M. MEYERS M. M. MALONEY
EDITOR, ADELAIDE C. HUNTER
FERDINAND SESTI, GEORGE DETRICH, Artists

PROGRESSIVE RETAILING WELL UNDER WAY

We extend our thanks to all the people who assisted in the registration for Progressive Retailing. And we extend our congratulations to all the people who have registered. These people have made a wise decision. They have decided to "budget their time" so as to allot one evening a week to the study of their profession. This is a professional attitude which is in tune with the times. We live in an age of specialization. Every profession is conducting study and research for further advancement in its field. It's a very poor doctor or lawyer or teacher or chemist who does not keep on studying while practicing his or her profession.

Now, retailing is no different from other professions. It is worthy of study and scientific approach. Nearly seven hundred Kaufmann fellow workers have signified that they appreciate this fact by registering for Progressive Retailing courses.

ATTENDANCE IS WHAT COUNTS

We have filled our quota. That means we have got off with a good start, for which we are properly pleased. But it's the attendance that counts! Only those who attend faithfully throughout the two months will get the full benefit of the course. And furthermore, only as we keep up our group attendance can we hope to win the Charters Trophy. The store which fills its quota of registrations, and then, finishes with the highest percentage of attendance, is the one which comes off winner and brings home that coveted trophy. Let's make the Charters Trophy ours this year!

"What a superb thing it would be if we were all big enough in mind to see no slights, accept no insults, cherish no jealousies and admit into our hearts no hatred."

IS THERE A SPEED LIMIT?

Tremendous travel speeds attained by racing motor cars in the recent Florida contests make one wonder what are the maximum velocities at which the human organism can travel and survive. At more than one hundred yards a second Lockhardt's roaring speed vehicle was within hailing distance of actual cannon-ball velocities of the days of the Civil War. Every time man travels or flies faster than the previous record speed the public wonders what is the limit.

But is there any limit at which our bodies cannot safely move? Practically, yes; theoretically, no. There is nothing detrimental in mere velocity, though there is if one attempts to gain or lose it or to alter its direction at too rapid a rate.

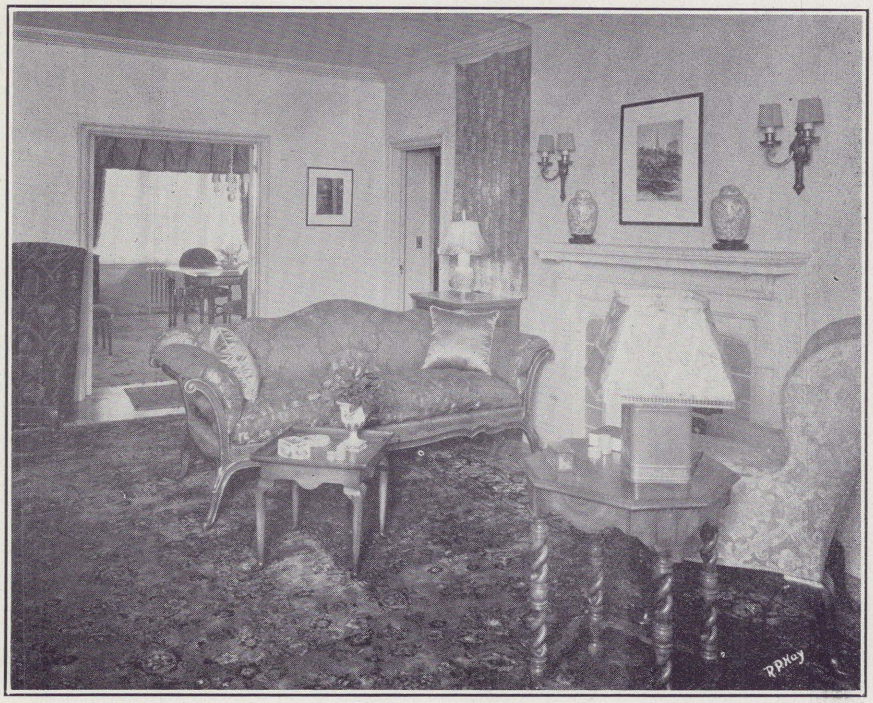
Here is a point which perplexed the best minds for centuries until Galileo, that profound thinker on whose clear reasoning the entire structure of modern mechanical science squarely rests, proved that motion, once attained, is just as natural a state of matter as rest. When the absolute upper limit of motor-car and airplane velocity consonant with human safety arrives, it will be because of incidental factors such as road surfaces, vehicle strength and power, and the change of direction during motion, but not because there is anything inherently harmful in speed.

Reprinted from The Outlook.

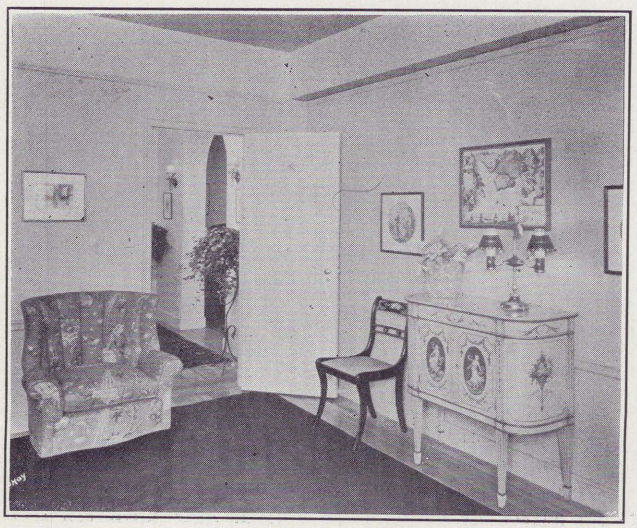
FREE LEGAL ADVICE

Mr. Amdur, attorney-at-law, is at the service of Kaufmann fellow workers who may be in need of legal advice. There is no charge for this service. You will find him in the conference room of Mr. O. M. Kaufmann's office every Wednesday and Saturday morning from nine until ten o'clock.

Our Interior Decorating Department



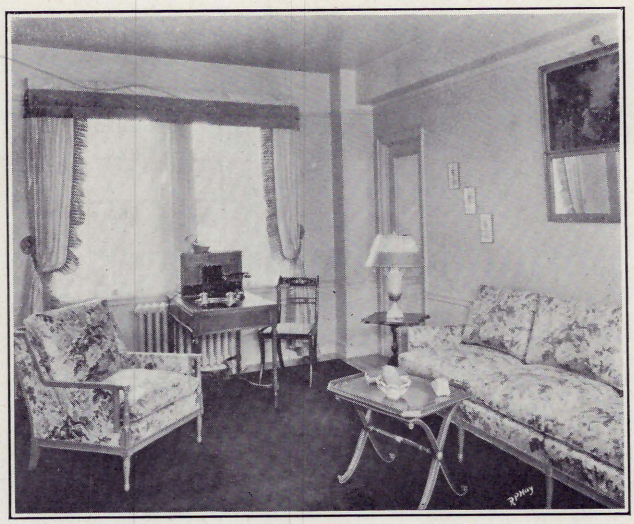
The Interior Decorating Department, in collaboration with Mrs. Leach, furniture stylist, has furnished a model nine-room apartment in the new Morewood Garden Apartments. In these days of marked individuality in home furnishing, when individual pieces are preferred to sets, the art of the interior decorator is required to get an harmonious grouping. The picture above shows a living room which reflects originality and taste, in every detail of its furnishing.



Furnishes Morewood Garden Apartment

The dining room above has a happy "lived-in" look, which comes from an unerring taste and the gift of artistic arrangement. It dispenses an air of traditional hospitality and good cheer. The little morning room, below, is equally attractive and original in treatment.

Every detail of furnishing has been carefully planned to create harmony. It is interesting to note that the same desire for an harmonious treatment runs through correct styling in home furnishing and in clothes. In these days, we all like to be individual, yet with all our individuality, we must have harmony of details.



Introducing Mr. Ruff

Mr. George Ruff has recently been added to our staff of merchandise managers, in charge of a number of the first floor departments. Mr. Ruff (by the way, his name is pronounced roof) comes to us from Seattle, Washington. We welcome him to the store family, and wish him all happiness and success in his new home and his new position.

Introducing Mr. Warner

Mr. E. D. Warner comes to us from New York, as an assistant to Mr. I. D. Wolf. He is chiefly concerned with the merchandising of the Home Furnishing Division, which was formerly merchandised by Mr. Goldstein. We are happy to have Mr. Warner with us and we speak for the whole store family in extending to him a warm welcome.

Mr. Edgar Hirsh Promoted

Mr. Edgar Hirsh has recently been given the following departments to merchandise, under the direct control of Mr. Clarkson: Men's and Boys' Furnishings, Men's and Boys' Hats, Men's Bathrobes, Knit Goods, Sporting Goods, Cameras, Auto Tires and Accessories. Mr. Hirsh's recent promotion is another demonstration of Kaufmann's policy,—namely, promotion from within wherever this is policy. Mr. Hirsh's fellow workers extend their heartiest congratulations.

A High Tribute to Mr. Walker

KAUFMANN'S STORE,
Attention Mr. E. J. Kaufmann,
Pittsburgh, Pennsylvania.
Dear Sir:—

It was with sincere pleasure that I learned from Mr. Richard Walker of the honor conferred on him "Dean of Kaufmann's." The recognized forging to the front and success of the Kaufmann store in the last few years is indeed a great compliment to the management but which can only be made possible by such staunch and loyal employees of the calibre of Mr. Walker.

My family has patronized your store even beyond my earliest memory and it has always been Mr. Walker who has taken care of us in a most pleasing manner and I believe has had the honor of selling each of us our first suits. Having spent the last seven years in Mexico and Venezuela it is not often that I get in to see Mr. Walker himself but I always make a special call upon him when I am in this country enjoying our little visits together very much.

Mr. Walker also told me the other day when I was in to see him that he has passed his forty eighth Xmas with the store which is truly a very admirable service record and went on to tell me the various ways in which you all were showing your appreciation. I am taking an opportunity of expressing to you in what appreciation and regard Mr. Walker is held by all who know him.

Yours very truly,
W. M. R.

Miss Fitzsimmons Recovering

Encouraging reports come from Miss Helena Fitzsimmons, Training Director, who is now convalescing at her home in Minneapolis, after her five weeks in a hospital here. We understand that Miss Fitzsimmons is regaining her health and will be back with us before long. We trust that this is true, for she is greatly missed throughout the store. Many, many friends wish to send their best wishes to her, through the Storagram.

Color—Color Everywhere!

"The thousands of volumes in the circulating branches of the New York Public Library are about to shed their time-honored dull covers and blossom out in bright new bindings.

"After a years experimenting in two branch libraries with gay bindings, library officials have determined that the public prefers its reading matter in bright covers and have selected some thirty new cover materials to replace the present dull reds, browns, blues and greens which, with continued usage, tend to become drab.

"The public library here is the first in the country to experiment with and adopt bright colors for books covers. The purpose is merely to increase the exterior attractiveness of books so as to give the public added pleasure in its reading."

Fellow Wokers Visit Connecticut Factory

Does it pay to know all you can possibly learn about the merchandise you handle? Miss Herbster and Miss May, of the Electrical Goods Department, think it most certainly does! That the manufacturer and the buyer hold the same opinion is proven by the fact that Lander, Frary and Clark, makers of Universal Electrical Appliances paid all the expenses of these two young ladies who went as their guests to the factory in New Britain, Connecticut. Mr. Flynn, buyer of House Furnishings, was entirely in accord with the idea.

Miss Herbster and Miss May saw every step in the manufacture of electric waffle irons, heating pads, percolators and other popular electrical appliances for the modern home. They know now why we can assure a customer that this heating pad is absolutely safe. They saw the device made which positively and automatically controls the heat. They know now why a waffle iron cord is faultless, for they saw how it is made of a number of free wires, then covered with rubber, then with asbestos, and finally with the attractive colored silk threads. When a thread broke in the process, the machine automatically stopped and the operator checked up then and there on the break.

Miss Herbster and Miss May report that they were greatly impressed with the orderliness of the plant and the efficiency of the workers; there was no talking among the operators as they worked. The editor regrets that space does not permit the publishing of all the interesting facts which Miss May and Miss Herbster brought back with them concerning the electrical appliances which they saw in process of manufacture. They feel tremendously interested in this merchandise, now that they know so much more about how it is made. We congratulate them upon the thorough way they assembled the facts and we wish them ever increasing success in their sales.

REFRIGERATORS COME TO THE AID OF STOVES!

Mr. D. H. Paris is an alert salesman in the Refrigerator Department. Refrigerators are his line—he knows them and knows how to sell them. But that didn't prevent Mr. Paris from extending an unusual service to a stove customer! Here's the story:

A few weeks ago the stove department was so rushed that they didn't see how they could set up all the stoves that were sold and waiting for service. Mr. Paris came to the rescue. After store hours he went out to a customer's home and set up her stove. Did the customer appreciate this unusual service? She did, indeed! She wrote a most appreciative letter to the manager of the Department saying that it is a credit to the department and to the whole store to have salespeople who are so accommodating as our Mr. Paris was.

CLUB CREDIT DEPARTMENT DOINGS

A surprise miscellaneous shower was held in honor of Miss Grace Costello (now Mrs. Carl Ruppert), at the home of her parents in Beechview, on the evening of March first. The decorations were carried out in green. Helen Costello, Hilda Kimmerle, Kathryn Hoover, Dorothy Lippert all entertained with clever piano performances; there was dancing and, in general, a very gay, happy time. The many lovely gifts were much admired. Our best wishes for years of happiness go to Mr. and Mrs. Carl Ruppert.

SEVENTH FLOOR

We are all sorry to hear of the illness of Mr. Tandy, floorman in the China and Glass Ware Sections. Mr. Miles and Mr. Stravinsky have been acting as substitutes for him. Fellow workers sent Mr. Tandy a basket of fruit and best wishes for a speedy recovery.

We are all glad to welcome back Miss Hassler, Miss Loy and Mrs. Wiley after absences on account of illness.

Mr. Barker, the new manager in the Sewing Machine Department, is heartily welcomed to the store family. The Sewing Machine Department is now located next to the Metal Bed Section, near the Service Desk.

WHO CARES ABOUT THE GROUNDHOG?

You can't hold a garden enthusiast back! According to the calendar, spring is not far off. According to the Seventh Floor, it's just around the corner. All sorts of garden appliances, tools, trellises, garnishings and accessories that belong to gardens and gardening have suddenly made their appearance. Happy signs of spring time!

DIED—PHILIP KOPP

With deep sorrow we announce the death of Philip Kopp, on Friday, February seventeenth. Mr. Kopp was a member of the Stand-By Club, having been a loyal member of this store family for twenty-two years. He was connected with the Marking and Receiving Room, but in his long service here, he had many friends in every department of the store. His friends miss him and extend to his family their sincerest sympathy.

THOSE GAY CAVALIERS

"The Cavaliers" of the Second Floor, had a wonderful get-together at the Nixon Cafe, on Thursday evening, March first. Many a hat had to be stretched next day!! Mr. Elmer Kaufmann was one with the Cavaliers, and Mr. Larry Morris was a popular cavalier, too. President Combs had to deny Teddy Brown the floor; one story by Teddy is enough! The boys are all eagerly looking forward to the next dinner.

Lucky Art!

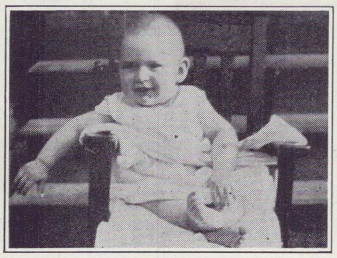
Art Murray has gone to California on a four-months vacation. We all wish Art a happy time in the golden west.

Congratulations!

We extend birthday greetings to our fitter, Ted Lutz, who celebrated his sixty-fourth birthday recently. Many happy returns of the day, Ted!

Lew Levine celebrated his tenth wedding anniversary.

Here is young Master Doerschner, son of Mr. George Doerschner, of the Men's Shirt Department. Isn't that a smart, alert baby for five months!



FOURTH FLOOR

Mrs. Alpern, of the Ladies' Gown Department, has gone to California for her health. Our best wishes for her recovery and her happiness go with her.

We are all glad to learn that Mrs. Hill is recovering from the accident that befell her and we hope she will soon be with us again.

The girls of the Ladies' Coat Department gave a twin surprise party for Miss Bond and Miss Upperman, on March second. Lovely flowers were presented to the guests of honor and the best of birthday wishes were heaped upon them.

Miss Scully is welcomed back after an absence of four weeks. We are all glad that her mother's health is so greatly improved.

We congratulate Miss Kaster, of the Misses' Coats' who has recently been made assistant to Mrs. Seaver, in the Blouse Department, and we promise her our full co-operation.

Miss McGowan, of the Fur Department, has a pet fox. We mean, of course a *fox scarf!* To be sure all fox scarfs are especially good this season, and the Fur Department has some beauties. But that one particular fox scarf that Miss McGowan has singled out is worth a trip to see!

Captain (to Irishman applying for job on board ship)—"Have you ever been to sea before?"

The Son of Erin—"Do you think I came over from Oireland in a cab?"

Meet wee Martha Ann Rose, two-year-old daughter of Mr. Fred Rose, of the North Side Service Station.

MR. CAPUTO ON THE AIR

Our Mr. Charles Caputo, manager of the Musical Instrument Department, broadcast a Euphonium solo oevr KYW, the Chicago Tribune Station, on Sunday afternoon, March fourth. Mr. Caputo was west on a buying trip for his department, and was featured as soloist on the Conn Educational Concert programme.

The Euphonium is a wind instrument with the rich, mellow tone of a baritone voice; it also corresponds to the 'cello, in an orchestra. Mr. Caputo is a recognized master of the Euphonium, which he formerly played in Sousa's band.

On Friday February 17th the mother-in-law of Mrs. Peggy Zabarsky of the Soda Fountain passed away.

Miss Mary Mitro has advanced to Head Waitress of the Soda Fountain. We wish her much success in the new position.

Mrs. Dobner of the Candy Department has left us and we wish her health and happiness.

Mrs. Emge, we welcome you into the Candy Department. We are all with you.

This winsome wee tot is Lois Sanger, daughter of Mr. Sanger, of the Men's Raincoat Department on the second floor.

New Cinema Lamp Here

"Everything under the sun"—and now a little bit of Old Sol himself under our roof! Last-minute snap shots for the Storagram used to depend upon the whims of Old Sol, while the subjects lined up for the camera man on the roof. But now we have a wonderful new light in the Camera Supply Department on the second floor, which affords exactly the right degree of light for picture taking, indoors, any time of day, in any kind of weather.

It is the 1,000 watt Cinema Mazda Light. This remarkable light, operating on any light circuit, is designed particularly for use in the home, either for making still portraits, or for the amateur movie picture-taker. It is a very compact outfit, folding up into a small suit case. The brilliance of the light is reflected from the highly polished nickel reflector. There is ample illumination for making pictures with an exposure of one-tenth of a second.

The picture here of Mr. Charles Amdur was taken in the Camera Supply Department with the new Mazda Cinema Light. Mr. Amdur is our able card writer, in the Advertising Department, who often does the lettering on Storagram covers.

Forbes Street Service Station News

We all miss our superintendent, Mr. C. J. Hanlon, and the boys at Forbes St. send him their best wishes for a speedy recovery and an early return to their midst.

David Kelly, of the Shipping Department, is the proud father of a baby girl—the very prettiest little baby girl, so Dave assures us, that ever did come to this town!

We all miss that man Leatherman, who was recently transferred to the North Side Service Station. Now we have no one to repair our overalls, sew on a button or lend us a needle. Cotter pins and matches have again made their appearance as substitutes. Any port in a storm!

We have moved into our new Locker Room. Everything clean and bright, just like home.

Once more the legend of the groundhog has been exploded. The "I-told-you-so's" are not much in evidence. But at that, it may be a little early to plant your corn.

Ed Shear recently issued invitations to his last bachelor dinner. Some time in June he will cease to belong to the ranks of bachelors. This leap year is no joke!

Bill Custer has been eliminated as our heavy weight. Tarzan, late of the Ozarks, now holds this title; weight, 275 pounds.

RAISING THE ANTE

The auctioneer, who had been whispering excitedly to a man in his audience, held up a hand for silence.

"I wish to announce," he said, "that a gentleman here has had the misfortune to lose a wallet containing five hundred dollars. He tells me that a reward of twenty-five dollars will be given to anyone returning it."

After a silence a man in the crowd shouted: "I'll make it thirty dollars."—Tid-Bits.

"Whatcher putting your thumb in yer liquor for?"

"If the nail stay on, I'm going to drink it."
—Arizona Kittykat.

Old Slow Poke—"Mister Jackson—er—that is, I would like to—er—that is, I mean I have been going with your daughter for five years."

Old Man—"Well, whadda you want, a pension?"
—Stevens Stone Mill.

Wife (looking at husband's noticeable beard)—"Why didn't you shave?"

Hubby—"I did."

Wife—"When?"

Hubby—"Just after you said you were nearly ready."—Tawney Kat.

An Appreciative Customer

KAUFMANN'S "THE BIG STORE",
Pittsburgh, Pa.
Gentlemen:—

I take this opportunity of expressing my appreciation of the courteous treatment given Mrs. Englehardt and myself, while purchasing merchandise in your Boy Scout Department.

My son Robert joined the Boy Scouts of America several weeks ago but on account of the Scout Master being very busy and ill, did not have an opportunity to secure his application thru the general office of the Boy Scouts, and of course we, therefore, were unable to purchase any Boy Scout apparel unless we had registration card. The two gentlemen in charge of that department, I feel, went along way to help us get this straightened out. They phoned the general office of the Boy Scouts and even went so far as to call the Scout Master of the troop and got the thing straightened out satisfactorily.

I feel treatment of this kind goes a long way toward holding the friendship of a customer.

Yours very truly,
—A. E.

Customer (in drug store)—"I want a little pink tablet."

Clerk—"What's your trouble?"

Customer—"I want to write a letter."—Ex.

Attractive Stylights Display

ARRANGED BY MR. WILLIAM FREY

Much of the success of the last Stylights meetings was due to the artistic display which Mr. Frey set up in the Recreation Room. The high lights of the mode were brought out in the merchandise assembled for the meetings—all convincingly expressive of the feminine trend in this season's styles. The setting had been carefully worked out to lend the proper atmosphere to the showing. Mr. Frey is one who believes that every display, whether it be for a selling event, for prestige or for the instruction of the sales force, is worthy of all his best efforts.

Letters We Are Glad To Get

Kaufmann's,
Pittsburgh, Pa.
Dear Sir:

About four weeks ago, my son was rather badly injured about the head and body, by falling off a bicycle on Virginia Ave., Duquesne Heights. Your driver, Mr. Goodworth, happened to be passing at the time, and stopped and picked up my boy and took him to his home, 1308 Grandview Ave. This act of kindness on the part of the driver was certainly appreciated by me and I want to extend my thanks to him for this thoughtful act. Due to pressure of work, this is my first opportunity to write and thank you. When I am next in Pittsburgh, I will call and thank Mr. Goodworth, personally. It was entirely due to his prompt aid that the doctors were able to fix up my son's injury so that it will not leave a scar.

Very truly yours,
E. R. T.

Kaufmann's
Pittsburgh, Pa.
Dear Sir:

I want to express my thanks for the splendid service given me by Mrs. L. Owens, of the Glove Department, recently. I had bought a pair of six dollar gloves, which I liked very much. Unfortunately, I lost one glove the very next day. At Miss Owens' suggestion the other glove was sent back to the factory and a new one was made for me. I doubt very much if this thoughtful service would have been suggested by many salespeople. I certainly appreciated her thoughtfulness. It is a credit to your store.

Very truly yours,
Mrs. N. K.

"I wish to complain," said the young lady, haughtily, "about the flour you sold me. It was tough."

"Tough ma'am?" asked the grocer.

"Yes, tough. I made a pie with it and my husband could hardly cut it."—Ex.

A SLOW TOWN

"What's the show at the Opera House tonight?" asked the drummer.

"They are playing The Merchant of Venice," said the hotel clerk.

"This sure is a backwoods town, why I saw that in New York two years ago."—Ex.

Basket Ball News

The Kaufmann team entered in the Commercial and Industrial is progressing beyond the greatest anticipations of the management, and considering that the team was organized after all the other teams had started their championship grind, there should be nothing but praise for the floor team that has been the talk of the great circuit.

In the first half they displayed some rare cleverness and kept the other teams on edge throughout. Duquesne Light, last year's champions, P. & L. E. R. R. Runners up to Duquesne, Reliance Life, another outstanding team last year, are all strong teams. Though the K. O's have been defeated occasionally, records show that against these crack teams they did good work and lost only after great exhibitions.

In the first half Duquesne Light beat them by a few points in a game that was either's and against Reliance Life a similar condition existed, and those who followed the activities of the league claim the store's team was as good in this half as any.

In the second half they jumped away to a bad start and lost the first game by two points to Duquesne Light after the fastest and hardest played game of the season. Then they proceeded to trim their next two opponents with a neatness and despatch that was commendable. Then came the tilt with P. L. E. R. R., who were sailing through the second half without even a sign of defeat and only a week before had taken over the champions quite decisively.

The store's team was all set for a hard game and they were not disappointed. After a game that was a beauty from every angle, they lost to the railroaders in extra period game by the narrow margin of two points. So you can see, even if they do fail to get into the play off, they have given the crack fives of the loop plenty of worry and anxious moments, and for a team picked at random throughout the store, they have accomplished much and deserve the highest of praise.

SEEN FROM THE BENCH

What a basketball exhibition that P. & L. E. game was! Mr. E. Friedlander of the 10th floor sure enjoyed this game! Come again.

One of the most loyal rooters for our team is Mr. W. L. Smith of the Auditing Department. A few more like Smitty and our team would be well supported.

When it comes to coolness under fire, page Small, our star forward. 8 out of 8 from the free-throw line and every one counted.

Notice Lefty Levenson, the coach of the Kaufmann quintet and the boy mostly responsible for its success, almost tear his hat apart. *Keep cool, Coach!*

Joe Simeon, one of the team's guards, is sure a bulwark on the defense.

The Siamese Twins, Keihler and Packard, are playing a whale of a game.

John "Law" Serbin, our captain, is some Spark Plug.

When it comes to using his weight, Frank Tubby Rubenstein, 9th floor carpet boy, is there. Watch him on the pivot play.

Tom Foley, center and pride of the North Side warehouse, drapery department, can do more tricks with a basket ball than Thurston can with cards.

Roland Friedlander, the basket ball manager, is some sport. A good loser and a good winner.

What this Club needs is more support!

Now, Everybody Out for The Next Game!

CUMMINGS NORTH SIDE ALL STARS

Brush	159	78	123	360
Perrott	133	121	125	379
Rose	146	129	118	393
Crooke	141	124	126	391
Well's	99	147	115	361
Totals	678	599	607	1884

STORE ALL STARS

Drake	139	104	123	366
Engelhart	93	131	146	370
Knauer	142	96	108	346
Luft	86	116	112	324
Roth	127	142	107	376
Totals	587	599	596	1782

"Cancel my order at once," came the telegram to the factory. The telegram in reply read: "Your order cannot be cancelled at once. You must take your turn."—Kangaroo.

Father—"My boy, your studies are costing me lots of money."

Son—"I know, Dad, and I don't study very hard, either."—Life.

A flock of happy memories come up when we see the Bear Run service truck getting ready for another season. It won't be long now!

STAND ASIDE

Just stand aside and watch yourself go by:
Think of yourself as "he" instead of "I,"
Pick flaws, find fault, forget the man is you,
And try to make your estimate ring true.
The faults of others then will dwarf and shrink.
Love's chain grows stronger by one mighty link
When you, with "He" as substitute for "I,"
Have stood aside and watched yourself go by.
—Exchange.

LOST AND FOUND

LOST—On March 15th, a small gold pin, with triangle design. Will the finder kindly notify Miss Lillie Woods, 179-59.

FOUND—An umbrella, a Stand-By-Club pin, a rosary, a wrist watch, two class rings (one 1925 and one 1927). Owners may claim these articles in the Timekeeper's Office.

THE BETTER HALF

"Don't you know that you should always give half of the road to a woman driver?" asked the police of a motorist who came near having a collision on the street here with another car.

"I always do," replied the man, "when I find out which half of the road she wants."—Ex.

Coming Soon!

THE KAUFMANN PLAYERS

Presenting

The Red Widow

By Channing Pollock and Renold Wolf

SYRIA MOSQUE

WEEK OF APRIL 30

SIX NIGHTS

THE RED WIDOW is the tunefullest, the most spectacular, and the most intriguing musical comedy it has been the Kaufmann Players' privilege to present. You've seen our talented players in some mighty fine productions, but wait till you see them in *The Red Widow*

Let's Fill The House Every Night

SYRIA MOSQUE . . . *April 30, May 1, 2, 3, 4, 5*